



Let its big lasting suds
gently soak out all the dirt

RINSO suds make the water actually soapy all through. They work down into every fold and fibre, loosening the dirt, without weakening a single thread.

Just a light rubbing with dry Rinso on cuff edges, neck bands and the like is all the rubbing you will need to do—the dirt is so loosened.

Be sure to use enough Rinso to get the big lasting suds, that give the water a soapy feel all through.

Rinso is made by the largest soap makers in the world. It is sold everywhere. Get Rinso today—at grocery and department stores. Lever Bros. Co., Cambridge, Mass.

For the family wash Rinso is as wonderful
as Lux for fine things

N. H. PRIMARIES

Will Be Held on Tuesday, Sept. 21.

Concord, N. H., Aug. 2 (By the Associated Press).—New Hampshire's primary election will be held on Tuesday, Sept. 5, and nominations will be for congressmen, governor, members of the governor's council and the state legislature. There will be no senatorial primary. Henry W. Keyes, junior United States senator from this state, will not again face the voters until 1924, while George H. Moses, the senior senator, is secure in his place until 1926.

Candidates for governor on the Republican side are Winsor H. Goodnow of Keene and Arthur C. Whittemore of Dover. The former ran second in a three-cornered contest in the primary of two years ago, losing to Albert O. Brown of Manchester, who was later elected. Mr. Whittemore has served in the governor's council and was a member of the old state railroad commission. John C. Hutchins of Stratford and H. Noone have declared as gubernatorial candidates on the Democratic side.

Congressman Sherman E. Burroughs of the first district has announced that he will not be a candidate for re-election as he plans to resume the practice of law in Manchester. Robert Pillsbury, a fellow townsman, wishes to succeed Mr. Burroughs and has resigned his office of deputy secretary of state to devote all his time to his campaign. Mr. Pillsbury was formerly a newspaper man. He has a rival in Mayor Fernando R. Hartford of Portsmouth, who is publisher of the Portsmouth Herald.

Congressman Edward H. Wason, in the second district may be opposed in the final campaign by George H. Wither of Concord who will ask the Democrats of the district to nominate him. Mr. Wither was federal prohibition director under the Wilson administration and before that was a deputy state commissioner of education. Mr. Wither will work in conjunction with the "agrarian bloc" in the national Congress.

NEW POSTAGE STAMPS.

Present Ones to Undergo Radical Changes in Design and Color.

Washington, D. C., Aug. 2 (By the Associated Press).—Postage stamps ranging in denominations from one cent to five dollars are to undergo radical changes as to design and color, with a view to preventing losses by the postoffice department due to lack of distinctive features, it was announced today. All stamps ranging in denomination from one to seven cents now bear the portrait of George Washington, while an etching of Benjamin Franklin appears on those ranging from eight cents to \$5. The department contemplates using the Washington and Franklin portraits upon certain stamps, but it was said, will substitute portraits of leading figures in American history on the other.

Many Old Men Are Living

on the proceeds of life insurance started when they were young. There is no better practical plan to protect your family all the time as well as your own old age. Consult us. National Life Ins. Co. of N. Y. (Mutual) 5 S. S. Ballard, general agent, 45 State street, Montpelier, Vt.; J. J. Seager, local agent.

NORTHFIELD

About 50 children from New York City arrived in town on the evening train Wednesday, and were quickly placed in homes for a two weeks' outing in the country. Mrs. F. A. Spencer, chairman of the committee, with able assistants, had all arrangements made, so there was no delay in placing the children in their new homes. They all seemed very happy and ready for a good time.

Miss Elsie Noxon, who has been spending the past few weeks at the home of Mr. and Mrs. A. E. Plastridge, has returned to her home in Middletown, Conn.

Mr. and Mrs. Charles Goodrich and two sons are spending the week in camp at Lake Morey.

Roger Brock has gone to Newark, N. J., to spend a few weeks with his uncle and aunt, Mr. and Mrs. Robert Parsons.

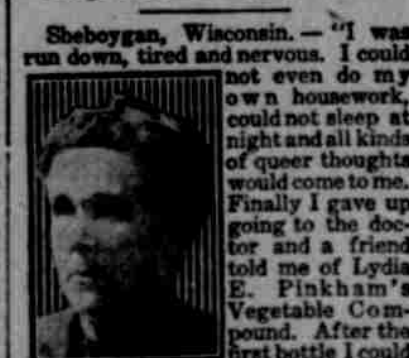
Mr. and Mrs. George Knowles of Ayer, Mass., who accompanied the remains of their father, Wilbur Howe, here for burial, have returned home. They accompanied Mr. and Mrs. E. L. Bean as far as Rutland, and will return to Ayer from there.

Rev. and Mrs. F. M. DeForest are spending their vacation in South Royalton.

Mrs. W. E. Washburn and Misses Marion and Carolina Morris who have been at the Washburn's camp on Lake Champlain, have been spending a few days in town at the home of James Buzzell on Traverse street.

QUEER FEELINGS AT MIDDLE AGE

Women Should Know how Lydia E. Pinkham's Vegetable Compound Helps at This Trying Period



Sheboygan, Wisconsin.—"I was run down, tired and nervous. I could not even do my own housework, could not sleep at night and all kinds of queer thoughts would come to me. Finally I gave up going to the doctor and a friend told me of Lydia E. Pinkham's Vegetable Compound. After the first bottle I could sleep better and I have kept on improving ever since. I have taken seven bottles now and am so happy that I am all over these bad feelings."

—Mrs. B. LANSER, 1639 N. 3rd St., Sheboygan, Wisconsin.

For the woman entering middle age Lydia E. Pinkham's Vegetable Compound can be of much benefit. During this time of life certain changes take place which sometimes develop into serious trouble. Melancholia, nervousness, irritability, headache and dizziness are some of the symptoms. Lydia E. Pinkham's Vegetable Compound is a natural restorative, especially adapted to assist nature in carrying out safely past this time. Why not give it a fair trial?

NEARLY 23,000 GALLONS CIDER

Seized By Dry Agents in
Raid at Sherburne,
Mass.

THREE MEN TOLD
TO GO TO COURT

Cider Mill and Soft Beverages
Plant Was Visited
Yesterday

Sherburne, Mass., Aug. 3.—Nearly 23,000 gallons of cider was in the custody of Prohibition Supervisor James P. Roberts today, as a result of a seizure by himself and two of his agents in the cider mill and soft beverages plant of P. McCarthy and Son here yesterday. Supervisor Roberts ordered McCarthy, his son, Charles, and Thomas Skinkim, an employee to appear in the federal court at Boston today.

STOVE

During her recent absence from Stowe Miss Jane Tomlinson and niece, Mrs. C. C. Moody of Waterbury Center visited Miss Tomlinson's former home in Reber, N. Y., and also friends in Westport, Essex and Dannamora. Mrs. Hattie Douglass accompanied her son, Willis M. Douglass, and family of Jeffersonville Tuesday, on an auto ride to Graniteville, where they visited their son, Francis, who is employed there.

Mrs. D. R. Smith is having a vacation from her duties at Shaw's store.

C. C. Scott of Jeffersonville is making extensive repairs on the village schoolhouse. Mr. Scott's family is also here.

Mr. and Mrs. R. D. Robinson and little Doris Oakes, who returned Tuesday from a motor trip through New Hampshire, were accompanied home by Francis Flannigan of Portsmouth, N. H., who will visit his grandparents, Mr. and Mrs. A. J. Luce, and other relatives.

Mrs. Rose Reed and daughter, Mrs. Mary Ayers and children have returned from a visit with relatives in Barre and Montpelier.

B. L. Shaw is enjoying a vacation from his work at Shaw's store.

The regular meeting of Mystic lodge, No. 56, F. & A. M., was held Tuesday evening. The third degree was conferred and a banquet was served.

Mrs. Alma B. Smith has returned from Brookfield and Washington, where she visited relatives.

Mr. and Mrs. W. H. Perry and daughter, Wilma, and son, Stanley, and John Perry, who motored here from Boston, are visiting Mrs. Perry's mother, Mrs. O. H. Smith, and other relatives.

Mrs. Ida Hill entertained the Rev. and Mrs. Earl Sweet and son, Brooks, of Middlebrook, Conn., Sunday.

The electric storm of Tuesday afternoon put several lines of the local telephone exchange out of commission.

Mr. and Mrs. A. E. Batchelder of Lyndonville visited Mrs. Batchelder's mother, Mrs. M. P. Russell, Tuesday.

Unfortunate Word.

"You appear to have offended the grass widow."

"Sorry! I merely remarked that she was in her heyday."—Boston Transcript.

Can It Be Simeon Ford?

The proprietor of a Long Island hotel thus describes some of its attractions: Location unsurpassed—nearest hotel to brewery, and opposite the jail. Special

FRECKLES

Don't Hide Them With a Veil; Remove Them with Othine—Double Strength.

This preparation for the treatment of freckles is usually so successful in removing freckles and giving a clear, beautiful complexion that it is sold under guarantee to refund the money if it fails.

Don't hide your freckles under a veil; get an ounce of Othine and remove them. Even the first few applications should show a wonderful improvement, some of the lighter freckles vanishing entirely.

Be sure to ask the druggist for the double strength Othine; it is this that is sold on the money-back guarantee.

ASPIRIN

Insist on Bayer Package



Unless you see the name "Bayer" on package or on tablets you are not getting the genuine Bayer product prescribed by physicians over twenty-two years and proved safe by millions for

Colds Headache
Toothache Lumbago
Earache Rheumatism
Neuralgia Pain, Pain

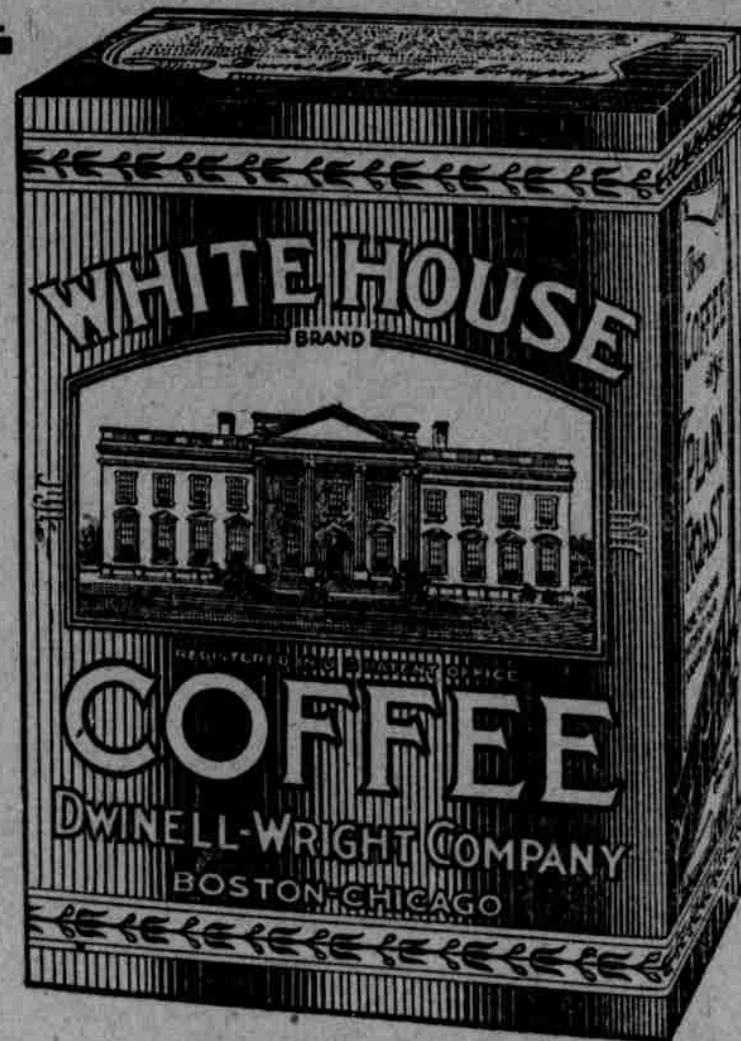
Accept only "Bayer" packages which contain proper directions. Handy boxes of twelve tablets cost few cents. Druggists also sell bottles of 24 and 100. Aspirin is the trade mark of Bayer. Manufacture of Monocetylalcohol of sodium benzoate.

Dear Old Dad!

The college grad of a month ago is now using dad's car looking for a job. —New Haven Register.

WHITE HOUSE COFFEE

SUITS MORE PEOPLE and suits them better than any other high-grade coffee on earth—it is especially planned to please!



DOUBLE
PACKAGE
DOUBLE
SEALED

1-3-5 lbs
ONLY
NEVER
IN BULK

Distributed Among Dealers You Like to Trade With

AT YOUR GROCER'S

attention given to guests without baggage, until after they have paid their bill. Our near beer is like a corpse; the

body is there, but the spirit is gone. Guests stopping here will please accept our heartfelt sympathy.—Boston Transcript.

A Capacious Critter. An Irish constable in an outlying district telegraphed to headquarters: "Motor just passed at furious rate in

direction of town; killed heifer containing four gentlemen and two greyhounds, one of which was a clergyman."—Boston Transcript.

Two Sides of Turnover

The alert business man dealing with present day conditions knows that the big word to-day is "Turnover." Whether he be a merchant, manufacturer, jobber, or banker, he sees that one thing with a clear vision unbiased by the limits of his own business. It is in the air, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit. They realize that they must put greatly increased efforts back of all their plans for selling and distribution.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way. He must be in a mood to buy before the salesman meets him across the counter.

That is the function of Advertising

—to create consumer demand and consumer preference. With this demand as a fact all selling plans have a chance to succeed. Without it they fail. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this country would be rapidly changed into an era of great prosperity—in spite of Old World conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the manufacturers who are putting proper emphasis on creating a demand for their product, as well as selling it, are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.